

MANIYARASI ELANGOVAN

Senior Product Designer | FinTech, SaaS & E-commerce

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PROFESSIONAL SUMMARY

Senior Product Designer with **6+ years shipping enterprise FinTech, SaaS and consumer e-commerce products** owning the full design lifecycle from research and discovery through systems, prototyping and developer handoff. Currently sole designer for a US payments platform serving 9,000+ business clients, where I rebuilt Stripe POS, ACH and card workflows and govern the platform-wide design system. Singapore-based and **IxDF Country Manager (175,000+ member global design community)** coaching designers, running events, and building local design culture alongside hands-on senior IC craft.

30%

Conversion Uplift

20–25%

Efficiency Gain

15–25%

Error Reduction

9,000+

Clients Served

CORE COMPETENCIES

Product Design	End-to-end UX (Discovery → Delivery → Optimisation) • Information architecture • Interaction design • Wireframing & high-fidelity prototyping • Responsive & cross-platform design
Design Systems	Design tokens • Component libraries • Figma variants & variables • Multi-brand systems • Documentation & governance • Developer handoff workflows
User Research	Usability testing • Jobs-to-be-Done • Heuristic evaluation • SUS scoring • Full Story session analytics • A/B and hypothesis-led experimentation • Research synthesis • WCAG & Accessibility Standards
Domain Depth	FinTech & payments (Stripe POS, ACH, card workflows) • Enterprise B2B/B2C SaaS • Consumer e-commerce & CRO • Regulated US/Canadian financial workflows
Leadership & Collaboration	Cross-functional partnership across engineering, product, compliance (US, Canada, India) • Stakeholder influence • Mentoring designers • Building design culture as IxDF Country Manager
AI in Design	Embedding AI tools (Claude, ChatGPT, Figma Make, Bolt, Lovable, Stitch) into discovery, prototyping and research synthesis • Vibe-coding • Rapid iteration
Tooling	Figma • Adobe XD • Sketch • Full Story • Google Analytics • Maze • JIRA • Confluence • Miro • HTML/CSS for engineering-aligned handoff

PROFESSIONAL EXPERIENCE

Senior Product Designer

Apr 2025 – Present

Tribute Technology • Remote, United States

Sole designer for a revenue-critical enterprise financial platform serving 9,000+ business clients and 5,500+ monthly active users across North America.

- **Payments UX** Designed and shipped end-to-end Stripe POS S700, ACH and card payment workflows; reduced manual reconciliation effort and improved transaction reliability across the full client base.

- **Design system governance** Built and govern the platform-wide design system: component libraries, design tokens, Figma variants, payment/form/table patterns and developer handoff workflows adopted by both agile squads.
- **Cross-functional craft** Partnered with engineering, compliance and operations leads across US, Canada and India to deliver high-risk payment features inside strict regulatory and release windows.
- **AI-augmented design** Embedded AI tools (Claude, Figma Make, Bolt) into discovery and prototyping; cut exploration-to-prototype time on new payment flows.

Product Designer

Jan 2023 – Apr 2025

FTD Companies (FTD, ProFlowers, FromYouFlowers, SendFlowers) • Remote, United States

Owned conversion and checkout experience across four consumer brands; primary designer on every CRO experiment from hypothesis to ship.

- **30% conversion lift** Drove ~30% checkout conversion uplift through hypothesis-led A/B tests informed by FullStory session replay and heuristic audits.
- **Cart recovery** Reduced cart abandonment 20–30% by redesigning payment selection and address validation friction points.
- **Design system at scale** Built a multi-brand design system from scratch component libraries, tokens, responsive patterns, documentation cutting design-to-development turnaround ~12% across four product lines.
- **Process & error reduction** Improved operational efficiency 20–25% and reduced form/input errors 15–25% through iterative usability testing and data-driven design decisions.

UX Designer (Contract) | Verizon Account

Oct 2022 – Jan 2023

Incedo Inc. • Chennai, India

Embedded in Verizon's internal product team for usability research and UX recommendations.

- Ran large-scale usability research and delivered prioritised, data-driven UX recommendations to the product team.
- Lifted System Usability Scale (SUS) score by 10–15 points on the target internal platform through targeted, test-validated interface improvements.

UX Designer | Enterprise SaaS

Mar 2021 – Sep 2022

Avasoft • Chennai, India

Designed enterprise SaaS platforms across multiple domains for US-market clients.

- Designed enterprise SaaS products supporting 500K+ users across US markets; partnered with PMs and engineers to translate complex business requirements into shippable, scalable solutions.
- Improved task completion rates and reduced drop-offs through iterative user testing across multiple product lines.

COMMUNITY LEADERSHIP

Country Manager, Singapore

Nov 2024 - Present

Interaction Design Foundation (IxDF) | 175,000+ member global community • Singapore

- Lead Singapore's IxDF chapter, UX events, mentorship programmes, knowledge-sharing sessions and design-thinking adoption across local product teams. Active node in Singapore's design ecosystem.

EDUCATION

Executive Development Programme, Product Management | Singapore Management University (SMU), Singapore, 2026

B.Tech, Biotechnology — SASTRA University, India, 2021

RECENT CERTIFICATIONS

IxDF: Service & Data-Driven Design (Nov 2025) • Agile Methods for UX (Jun 2025) • AI for Designers (Feb 2025) • UX Management: Strategy & Tactics (Jan 2025) & **12+ Distinctions** from IxDF (ixdf.org/members/maniyarasi-elangovan)

FullStory: Product Certification (Oct 2025)